

Maintain Engagement with Partners

It can be challenging to keep partners engaged over the long term due to things like competing demands, stretched resources, leadership and staffing changes — or some combination of them all! It is important to consider how you will keep partners informed about your joint progress and how they can stay involved. Engaging around key achievements and next steps can be essential to maintaining buy-in from your partners and their leaders. Potential partner engagement activities include e-newsletters, social media, informal meetings, regular partner calls, formalized agreements, conferences, or annual reviews.

The following chart can help you plan how you will consistently engage your partners. Consider which strategy makes the most sense for each partnership.

Partner(s)	Partner Engagement Activity	Frequency of Activity	Next Steps
<p>Example:</p> <ul style="list-style-type: none"> - Sub-grantee (crisis centers) 	<p><i>Partner conference calls to review progress, identify solutions to barriers, plan for the coming quarter</i></p>	<p><i>Quarterly</i></p>	<ul style="list-style-type: none"> - <i>Discuss and agree on what items should be included during these quarterly calls (standing agenda items, updates on specific projects, etc.).</i> - <i>Identify a time that works for relevant staff.</i> - <i>Commit to sticking to the call schedule.</i>
<p>Example:</p> <ul style="list-style-type: none"> - Vital Records Office - Suicide prevention coalition members - Department of Mental Health - Inter-agency suicide prevention group/coalition 	<p><i>Conference or partner appreciation event</i></p>	<p><i>Annual</i></p>	<ul style="list-style-type: none"> - <i>Build in recognition of accomplishments related to your collective goals and objectives.</i> - <i>Focus conference content on key issues that can ensure future successes.</i> - <i>Invite strategic partners to participate in conference planning group.</i> - <i>Plan for logistics (venue, date, keynote speakers, etc.).</i>

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